Approved for 2014-2015

LEE UNIVERSITY

PUBRL.BA

BACHELOR OF ARTS IN PUBLIC RELATIONS

(Minimum 120 credit hours required)

NAME_____ **DATE**_____/_____/_____

RELIGION CORE

DEVELOPING BIBICAL FAITH/LIFESTYLE

BIBL-110 Message of the New Testament (3)..... ( )
BIBL-111 Message of the Old Testament (3) ..... ( )
THEO-230 Intro. to Theology (3) ..... ( )
THEO-231 Intro. to Christian Ethics (3)..... ( )
Christian Service (80 clock hours)* ..... ( )

*Christian Service is not a course; the hours are earned by a combination of class, group, and individual service learning experiences

SUBTOTAL (12 hours) .....____

LEE UNIVERSITY FRESHMAN EXPERIENCE

LEEU-101 Freshman Seminar: Gateway (1) (Fall)..... ( )
LEEU-102A Global Perspectives Seminar (1) (Spring).... ( )
LEEU-102B Foundations of Benevolence (1) (Spring) .... ( )

SUBTOTAL (3 hours) .....____

GENERAL EDUCATION CORE

ACQUIRING FUNDAMENTAL ACADEMIC SKILLS

ENGL-105 (4) and ENGL-110 (3).....( ) ( )
OR ENGL-106 (3) and ENGL-110 (3)
OR ENGL-110 (3) [Depends on placement]
MATH-101 Contemporary Math (3) or higher level math..... ( )

EXPLORING THE HUMANITIES

HUMN-201 Foundations of Western Culture (3)..... ( )
Two of the following (6)
HUMN-202 Rise of Europe (3) .....( ) ( )
HUMN-301 Foundations of Modern World (3)
HUMN-302 Modern Western Culture (3)
HIST-221 / 222 Western Civilization I, II (3) (3)
ENGL-221 Western Lit: Ancient to Renaissance (3)
ENGL-222 Western Lit: Enlightenment to Postmodern (3)
One of the following (3)
ARTS-244 / 245 Art History I, II (3) (3) ..... ( )
MUHL-211 Music in Culture (3)
PHIL-241 Introduction to Philosophy (3)
THEA-201 Theatre in Culture (3)

UNDERSTANDING CONTEMPORARY SOCIETY

HIST-212 Recent American History (3)
OR
PLSC-250 American Government (3)..... ( )
Two of the following (6)
PSYC-200 Understanding Human Behavior (3). .....( ) ( )
SOCI-200 Understanding Contemporary Society (3)
ECON-200 Understanding Economic Issues (3)

RESPECTING THE NATURAL WORLD

LAB SCIENCE: Choose one (1) course along with the corresponding lab: BIOL-103,104,108, CHEM-110, PHSC-111-112, ASTR-111 ..... ( )

SEEKING A GLOBAL PERSPECTIVE

GNST-250-253 Cross Cultural Experience (1-3)..... ( )
Intermediate (or higher) Foreign Language (6).....( ) ( )

SUBTOTAL (38/44 hours) .....___

SPECIALTY AREA

COMM-200 Understanding Human Comm (3)..... ( )
COMM-211 Public Speaking (3)..... ( )
COMM-284 Principles of Public Relations (3) ..... ( )
COMM-301 Pub. Rel. & Advertising Research (3) ..... ( )
COMM-305 Communication Practicum (1)..... ( )
COMM-316 Public Relations Writing (3)..... ( )
One writing course chosen from the following:..... ( )
COMM-312 Reporting & Writing (3)
COMM-362 Feature Writing (3)
DIGM-241 Broadcast Copywriting (3)
DIGM-242 Basic Broadcast Journalism (3)
COMM-356 Media Relations (3)..... ( )
COMM-400 Internship Seminar (1) ..... ( )
COMM-401 Internship (2)..... ( )
COMM-410 Media Law (3) ..... ( )
COMM-430 Public Relations Planning & Mgt (3) ..... ( )
COMM-495 Christianity & Communication (3) ..... ( )

Public Relations Electives (**12** hours)
Choose from the following:..... ( ) ( ) ( ) ( )

BUSN-205 Principles of Business Management (3)
BUSN-309 Principles of Marketing (3)
COMM-250 Basic Digital Photography (3)
COMM-260 Desktop Publishing (3)
COMM-270 Web Page Design (3)
COMM-286 Principles of Advertising (3)
COMM-352 Organizational Communication (3)
COMM-354 Intercultural Communication (3)
COMM-355 Event Management (3)
COMM-358 Crisis Communication (3)
COMM-401/2 Internship (2,1) may be repeated for credit
COMM-426 Integrated Marketing Comm. (3)
COMM-445 PRSSA Bateman Case Study I (3)
COMM-446 PRSSA Bateman Case Study II (3)
COMM-491/2/3 Contemporary Topics in Comm. (1-3)
DIGM-365 Innovation & Social Media (3)

SUBTOTAL (46 hours).....___

GENERAL or MINOR ELECTIVES

_____..... ( )
_____..... ( )
_____..... ( )
_____..... ( )
_____..... ( )
_____..... ( )

SUBTOTAL (15/21 hours).....___

ACADEMIC ASSESSMENT

GNST-400 Academic Profile (0)..... ( )
SMFT-COM Major Field Test (0)..... ( )

SUGGESTED FOUR YEAR SEQUENCE OF STUDY FOR BACHELOR OF ARTS IN PUBLIC RELATIONS

(The 80-clock-hour Christian Service requirement is not listed, but is spread throughout the four years.)

FRESHMAN YEAR

Course	Hours
LEEU-101, 102A, 102B	3
College Writing/Workshop	3/4
Rhetoric and Research	3
Message of New/Old Testament	6
U S History/Government Option	3
Intermediate Foreign Language*	6
Public Speaking	3
Understanding Human Communication	3
Total	30/31

SOPHOMORE YEAR

Course	Hours
Intro. to Theology	3
Intro. to Christian Ethics	3
Lab Science	4
Contemporary Math	3
Contemporary Society Options	6
Foundations of Western Culture	3
Humanities Option	3
Principles of Public Relations	3
General or Minor Electives	3
Total	31

*This assumes the student places at the Intermediate level. If student places at the elementary level, s/he must take the elementary classes during the freshman year, and they will count as 6 hrs of general electives. The intermediate level classes would then be taken in the sophomore or junior year.

JUNIOR YEAR

Course	Hours
PR Writing	3
Additional writing course	3
PR Planning & Management	3
PR and Advertising Research	3
Communication Practicum	1
Media Relations	3
Communication Electives	3
Humanities Options	6
Cross-Cultural Experience	1/3
General or Minor Electives	3
Total	30/32

SENIOR YEAR

Course	Hours
Internship Seminar	1
Internship	2
Media Law	3
Christianity & Communication (last semester)	3
Communication Electives	9
General or Minor Electives	9
Total	27